Subject: Another Major San Pedro Mural
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For Immediate Release

SAN PEDRO'S NEWEST RESTAURANT JOINS THE LA MURAL MOVEMENT

San Pedro, CA. – The **San Pedro Waterfront Arts District** is excited to announce the emergence of another major mural project to be painted on the former Papadakis Taverna at the corner of 6th and Centre Streets in downtown San Pedro. **Greg Morena**, owner of San Pedro's soon-to-be newest restaurant, Pappy's (pappysseafood.com), has been an instrumental force in supporting the San Pedro Business Improvement District (sanpedrobid.com) efforts to adopt the new mural program.

The two murals will be painted by **Jason Ostro**, owner of the Gabba Gallery and **Moncho1929** (aka. Dan Monteavaro) and were directed by Morena and curated by the Arts District, leveraging the submissions received for the recently completed Lilyan Fierman Walkway mural.

"*These murals provide a glimpse into San Pedro's great community. The colors and images represent San Pedro's seaside soul and its colorful history. It's important to know the story behind the stained glass and this is our way to pay homage and humbly say '*Thank You*' to San Pedro, for preserving LA's history*" says Greg Morena. Morena joined the PBID Board last year and has been helping direct their marketing efforts, aiming to revitalize San Pedro's historic seaside destination.

Los Angeles has increasingly experienced a renaissance of painted murals and the Arts District is thrilled to add more world-class outdoor public art to this community. "*Greg's entrepreneurial experiences are a breath of fresh air and a welcome addition to San Pedro's restaurant scene*", says Linda Grimes, Managing Director of the San Pedro Waterfront Arts District.

The artists began their work on January 5th, using projectors to draw the mural outlines where the walls would be painted. Today, one "stained glass" mural is displayed on Centre, with a second larger piece portraying a story of the community and people who have shaped it. As you traverse down the old-school alley, you will see Ann Banning, notable Los Angeles' philanthropist and co-founder of the Assistance League; in addition to Rosie the Riveter building a ship, which pays homage to the era of the great ship building in San Pedro. A scene of men taking a lunch break in a huge port window and

sitting on logs shows the working folks who built this town. These men and women represent our immigrant families and the great work we all continue to do every day, in making San Pedro better for generations to come. The complete mural work is scheduled to be finished in time for February's FirstThursday ArtWalk.

ABOUT THE ARTISTS:

MOCHO1929, AKA. DAN MONTEAVARO (moncho1929.com) - Originally born and raised in New York City, Moncho1929 has lived and worked in London, Italy, Korea and currently in Los Angeles. Through these transitions, he has continued to be influenced by modern media and the urban artwork surrounding it. Moncho1929 has shown his works in various galleries in New York, Los Angeles, Boston, Miami and London and has work in many private collections including the French Consulate in Los Angeles and Soho House. He has been previously commissioned by Paramount Pictures (*Star Trek Beyond*), The Coffee Bean & Tea Leaf Co., Whole Foods Market Corporate, The City of Glendale California, The City of West Hollywood, CA, a national campaign for New Amsterdam Spirits Co. and the Los Angeles Public Library.

His murals, art and story have been archived with the Los Angeles Mural Conservancy and the Google Street Art Project, used by The University of Southern California, and featured on numerous television shows and national media outlets.

JASON OSTRO (gabbagallery.com) **-** is a highly respected artist throughout Los Angeles and beyond, passionate about the power of art to build and enhance community. Jason owns and operates Gabba Gallery, a contemporary art gallery in Los Angeles that showcases all mediums of work by emerging and established artists from around the world, with a special focus on street art. He created the Gabba Alley Project in effort to beautify and brighten the city with art and murals, which earned him a Certificate of Recognition from Los Angeles City Councilmember Mitch O'Farrell.

ABOUT PAPPY'S RESTAURANT (pappysseafood.com): Previously the iconic Papadakis Taverna, Pappy's is a fresh, locally sourced seafood restaurant under the restaurant group EST.1977, created by Santa Monica-based Yunnie and Greg Morena, who also own and operate The Albright on the Santa Monica Pier, as well as Vinnys in Venice and Cast Iron Catering.

Scheduled to open Summer 2017, Pappy's will embody the seaside soul of the Port town and feature fresh, sustainable and local seafood fare and craft beer, directly from the Port. The building's design exposes original clerestory windows, concrete/brick façade and salvaged nostalgic interior that pays homage to San Pedro, the Papadakis Taverna and those who built Los Angeles through the Port of LA.

ABOUT THE SAN PEDRO WATERFRONT ARTS DISTRICT
(SanPedroWaterfrontArtsDistrict.com): In downtown San Pedro, the arts and the waterfront are main motivators in the revitalization of the area. Projects and activities in the Port of LA and the San Pedro Waterfront Arts District seek to eliminate blight and provided physical, social, cultural and economic benefits that have transformed downtown San Pedro.

The Arts District has transitioned from the 2009 CRA grant-dependent model to a new self-sustaining non-profit company, the San Pedro Waterfront Arts District. The aim of the new non-profit Arts District is to cultivate more sustaining partnerships; evolve the accomplishments of the past; generate new opportunities to support local arts, culture and entertainment; and fulfill the mission of nurturing the cultural roots of San Pedro through arts advocacy, education and promotion.

Among its goals, the Arts District is committed to fundraising and advocacy for a sustained

schedule of Creative Place Making/Public Art projects in and around the downtown area of the Arts District.

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